

Rep Order# 8842954 Ver# 11 Status Revised  
EC'd Yes

Traffic Order# 36976

Printed: 10/09/2012 3:18 PM  
Last Received: 10/09/2012 1:43 PM  
Showing Buylines: All Lines

1 of 11

Station KLAS-TV LAS VEGAS  
Advertiser ( ) HELLER, DEAN  
Product HELLER/SENATE/REP  
Estimate#  
Buyer NEIL WILLIAMS  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA SERVICES  
3299 K STRETT NW, SUITE 200  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/10/2012 - 10/16/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

DEAN HELLER FORF US SENATE \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK  
TOTAL - \$51,155  
PLEASE CONFIRM

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*1	W-F	500A-600A		:30	\$225.00	10/10-10/12	1	1	1	\$225.00	
				Buyline Comment: 5A NEWS								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								
	*2	M-TU	500A-600A		:30	\$225.00	10/15-10/16	1	1	1	\$225.00	
				Buyline Comment: 5A NEWS								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								
	*3	W-F	600A-700A		:30	\$275.00	10/10-10/12	1	1	1	\$275.00	
				Buyline Comment: 6A NEWS								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								
	*4	M-TU	600A-700A		:30	\$275.00	10/15-10/16	1	1	1	\$275.00	
				Buyline Comment: 6A NEWS								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								

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Salesperson FAX# 202-872-0263

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*5	W-F	700A-900A		:30	\$200.00	10/10-10/12	1	1	1	\$200.00	
				Buyline Comment: EARLY SHOW								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								
	6	M-TU	700A-900A		:30	\$200.00	10/15-10/16	2	1	2	\$400.00	
				Buyline Comment: EARLY SHOW								
	7	W-F	900A-1000A		:30	\$275.00	10/10-10/12	3	1	3	\$825.00	
				Buyline Comment: LIVE WITH KELLY								
	8	M-TU	900A-1000A		:30	\$275.00	10/15-10/16	2	1	2	\$550.00	
				Buyline Comment: LIVE WITH KELLY								
	9	W-F	1000A-1100A		:30	\$450.00	10/10-10/12	0	0	0	\$0.00	
				Buyline Comment: PRICE IS RIGHT								
	*10	M-TU	1000A-1100A		:30	\$1,575.00	10/15-10/16	0	0	0	\$0.00	
				Buyline Comment: PRICE IS RIGHT								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								
	11	W-F	1100A-1200P		:30	\$1,925.00	10/10-10/12	1	1	1	\$1,925.00	
				Buyline Comment: Y&R								
	*12	M-TU	1100A-1200P		:30	\$1,925.00	10/15-10/16	0	0	0	\$0.00	
				Buyline Comment: Y&R								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	13	W-F	1200P-1230P		:30	\$325.00	10/10-10/12	3	1	3	\$975.00	
				Buyline Comment: NOON NEWS								
	14	M-TU	1200P-1230P		:30	\$325.00	10/15-10/16	2	1	2	\$650.00	
				Buyline Comment: NOON NEWS								
	*15	W-F	1230P-200P		:30	\$1,315.00	10/10-10/12	0	0	0	\$0.00	
				Buyline Comment: BOLD/LET'S MAKE								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								
	16	M-TU	1230P-200P		:30	\$1,315.00	10/15-10/16	1	1	1	\$1,315.00	
				Buyline Comment: BOLD/LET'S MAKE								
	*17	W-F	200P-30CP		:30	\$375.00	10/10-10/12	1	1	1	\$375.00	
				Buyline Comment: TALK CBS								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								
	*18	M-TU	200P-30CP		:30	\$375.00	10/15-10/16	0	0	0	\$0.00	
				Buyline Comment: TALK CBS								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								
	*19	W-F	300P-400P		:30	\$425.00	10/10-10/12	2	1	2	\$850.00	
				Buyline Comment: ELLEN								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								
	20	M-TU	300P-400P		:30	\$425.00	10/15-10/16	2	1	2	\$850.00	
				Buyline Comment: ELLEN								

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	21	W-F	430P-500P		:30	\$450.00	10/10-10/12	3	1	3	\$1,350.00	
				Buyline Comment: 430P NEWS								
	22	M-TU	430P-500P		:30	\$450.00	10/15-10/16	2	1	2	\$900.00	
				Buyline Comment: 430P NEWS								
	*23	W-F	500P-630P		:30	\$500.00	10/10-10/12	3	1	3	\$1,500.00	
				Buyline Comment: 5P NEWS								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								
	24	M-TU	500P-630P		:30	\$500.00	10/15-10/16	5	1	5	\$2,500.00	
				Buyline Comment: 5P NEWS								
	*25	W-F	630P-700P		:30	\$325.00	10/10-10/12	1	1	1	\$325.00	
				Buyline Comment: INSIDE EDITION								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								
	*26	M-TU	630P-700P		:30	\$325.00	10/15-10/16	0	0	0	\$0.00	
				Buyline Comment: INSIDE EDITION								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								
	*27	W-F	700P-800P		:30	\$350.00	10/10-10/12	3	1	3	\$1,050.00	
				Buyline Comment: ET/INSIDER								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								
	*28	M	700P-800P		:30	\$350.00	10/15-10/15	1	1	1	\$350.00	
				Buyline Comment: ET/INSIDER								
				Sales Remark: V11 .								
				V11 More than 2 codes changed								

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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*29	W-F	1100P-1135P		:30	\$600.00	10/10-10/12	1	1	1	\$600.00	
				Buyline Comment: 11P NEWS								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								
	*30	M-TU	1100P-1135P		:30	\$600.00	10/15-10/16	1	1	1	\$600.00	
				Buyline Comment: 11P NEWS								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								
	*31	W-F	1135P-1235A		:30	\$275.00	10/10-10/12	2	1	2	\$550.00	
				Buyline Comment: LETTERMAN								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								
	32	M-TU	1135P-1235A		:30	\$275.00	10/15-10/16	2	1	2	\$550.00	
				Buyline Comment: LETTERMAN								
	33	M	900P-1000P		:30	\$7,700.00	10/15-10/15	1	1	1	\$7,700.00	
				Buyline Comment: 2 BROKE GIRLS/MIKE & MOLLY								
	*34	M	1000P-1100P		:30	\$2,100.00	10/15-10/15	0	0	0	\$0.00	
				Buyline Comment: HAWAII 5-0								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								
	35	TU	800P-900P		:30	\$2,100.00	10/16-10/16	1	1	1	\$2,100.00	
				Buyline Comment: NCIS								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	36	TU	900P-1000P		:30	\$2,300.00	10/16-10/16	0	0	0	\$0.00	
				Buyline Comment: NCIS:L//NCIS 9								
	*37	TU	900P-1000P		:30	\$7,700.00	10/16-10/16	0	0	0	\$0.00	
				Buyline Comment: VEGAS								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								
	*38	W	800P-900P		:30	\$2,200.00	10/10-10/10	0	0	0	\$0.00	
				Buyline Comment: SURVIVOR								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								
	*39	W	900P-1000P		:30	\$2,500.00	10/10-10/10	0	0	0	\$0.00	
				Buyline Comment: CRIMINAL MINDS								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								
	40	W	1000P-1100P		:30	\$2,300.00	10/10-10/10	1	1	1	\$2,300.00	
				Buyline Comment: CSI								
	41	TH	900P-1000P		:30	\$2,100.00	10/11-10/11	0	0	0	\$0.00	
				Buyline Comment: PERSON OF INTEREST								
	*42	F	900P-1000P		:30	\$1,400.00	10/12-10/12	0	0	0	\$0.00	
				Buyline Comment: MADE IN JERSEY								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	43	F	1000P-1100P		:30	\$1,600.00	10/12-10/12	1	1	1	\$1,600.00	
				Buyline Comment: BLUE BLOODS								
	44	SA-SU	1100P-1135P		:30	\$400.00	10/13-10/14	2	1	2	\$800.00	
				Buyline Comment: 11P NEWS WKND								
	45	SA	500A-700A		:30	\$95.00	10/13-10/13	1	1	1	\$95.00	
				Buyline Comment: CBS SAT AM								
	*46	SA	1230P-400P		:30	\$300.00	10/13-10/13	0	0	0	\$0.00	
				Buyline Comment: SEC FOOTBALL								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								
	47	SA	500P-700P		:30	\$225.00	10/13-10/13	1	1	1	\$225.00	
				Buyline Comment: 5P NEWS SAT								
	48	SA	800P-1000P		:30	\$500.00	10/13-10/13	2	1	2	\$1,000.00	
				Buyline Comment: KLAS PRIME MOVIE								
	49	SA	900P-1000P		:30	\$550.00	10/13-10/13	0	0	0	\$0.00	
				Buyline Comment: CRIMETIME								
	50	SA	1000P-1100P		:30	\$900.00	10/13-10/13	1	1	1	\$900.00	
				Buyline Comment: 48HR MYSTERY								
	51	SU	500A-600A		:30	\$85.00	10/14-10/14	1	1	1	\$85.00	
				Buyline Comment: EYE WASH/WSJ								
	52	SU	600A-630A		:30	\$150.00	10/14-10/14	1	1	1	\$150.00	
				Buyline Comment: 6A NEWS								

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	53	SU	630A-800A		:30	\$350.00	10/14-10/14	0	0	0	\$0.00	
				Buyline Comment: CBS SUN AM								
	54	SU	800A-830A		:30	\$350.00	10/14-10/14	1	1	1	\$350.00	
				Buyline Comment: 8A NEWS								
	55	SU	830A-930A		:30	\$400.00	10/14-10/14	1	1	1	\$400.00	
				Buyline Comment: FACE THE NATION								
	56	SU	930A-1000A		:30	\$175.00	10/14-10/14	0	0	0	\$0.00	
				Buyline Comment: MORNING NEWS								
	57	SU	1000A-100P		:30	\$1,800.00	10/14-10/14	0	0	0	\$0.00	
				Buyline Comment: NFL 10A								
	*58	SU	1000A-400P		:30	\$1,800.00	10/14-10/14	0	0	0	\$0.00	
				Buyline Comment: NFL 1P								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								
	59	SU	500P-700P		:30	\$250.00	10/14-10/14	1	1	1	\$250.00	
				Buyline Comment: 5P NEWS SUN								
	60	SU	700P-800P		:30	\$1,500.00	10/14-10/14	1	1	1	\$1,500.00	
				Buyline Comment: 60 MIN								
	*61	SU	800P-900P		:30	\$7,350.00	10/14-10/14	0	0	0	\$0.00	
				Buyline Comment: AMAZING RACE								
				Sales Remark: V11 .								
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	*62	SU	900P-1000P		:30	\$1,600.00	10/14-10/14	0	0	0	\$0.00	
				Buyline Comment: GOOD WIFE								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								
	63	SU	1000P-1100P		:30	\$2,000.00	10/14-10/14	1	1	1	\$2,000.00	
				Buyline Comment: THE MENTALIST								
	64	SA	930A-1200P	ACC FOOTBALL	:30	\$1,050.00	10/13-10/13	2	1	2	\$2,100.00	
	65	W-F,M-TU	400A-459A	4A NEWS	:30	\$20.00	10/10-10/16	6	1	6	\$120.00	
	*66	W-F	500A-60CA		:30	\$790.00	10/10-10/12	0	0	0	\$0.00	
				Buyline Comment: NEWS								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								
	*67	W-F	600A-70CA		:30	\$965.00	10/10-10/12	1	1	1	\$965.00	
				Buyline Comment: NEWS								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								
	68	W-F	430P-500P		:30	\$1,575.00	10/10-10/12	1	1	1	\$1,575.00	
				Buyline Comment: NEWS								
	*69	W-F	300P-400P		:30	\$1,490.00	10/10-10/12	2	1	2	\$2,980.00	
				Buyline Comment: ELLEN								
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Fax#

Agency ( ) STRATEGIC MEDIA SERVICES  
3299 K STRETT NW, SUITE 200  
WASHINGTON, DC 20007  
Agency C/P1/P2/E  
Flight Dates 10/10/2012 - 10/16/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*70	TU	900P-1000P		:30	\$1,700.00	10/16-10/16	0	0	0	\$0.00	
			Buyline Comment: VEGAS									
			Sales Remark: V11 .									
			V11 Comment Changed, Spots/week Changed									
	71	W-F	500P-630P		:30	\$400.00	10/10-10/12	1	1	1	\$400.00	
			Buyline Comment: NEWS									
	72	TU	1000P-1030P		:30	\$350.00	10/16-10/16	2	1	2	\$700.00	
			Buyline Comment: ET									
	73	TU	1030P-1100P		:30	\$325.00	10/16-10/16	2	1	2	\$650.00	
			Buyline Comment: INSIDE EDITION									
	*74	W-F	400A-459A		:30	\$20.00	10/10-10/12	1	1	1	\$20.00	
			Buyline Comment: NEWS									
			V11 Added									

—REPORT TOTALS—

Report Totals: 84 / \$51,155.00

—SALES MONTHLY TOTALS—

Oct 12: 84 / \$51,155.00

Sales Totals: 84 / \$51,155.00

Station Totals: 84 / \$51,155.00

Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$170,517	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		